

Serial No. 09/840,881  
Reply to Office Action dated January 14, 2005

Docket No. P-0219

**Amendments to the Drawings:**

The attached annotated page shows that labels “61,” “62,” “63” and “64N” from FIG. 6 are deleted.

Attachment: Replacement Sheet  
Annotated Sheet Showing Changes

**REMARKS**

Claims 1-13 and 15-26 are pending in this application. By this Amendment, the specification, Figure 6 and claims 1, 2, 4, 5, 7, 10, 12, 16 and 18 are amended, claim 14 is canceled without prejudice or disclaimer and new claims 19-28 are added. Various amendments are made for clarity, and are unrelated to issues of patentability.

The Office Action objects to the drawings. By this Amendment, the labels "61," "62," "63" and "64N" are deleted from Figure 6 and the corresponding descriptions are deleted from the specification. Withdrawal of the objection to the drawings is respectfully requested.

The Office Action objects to claims 4 and 5 as lacking proper antecedent basis. It is respectfully submitted that the above amendments to claims 4 and 5 obviate the grounds for objection. Withdrawal of the objection is respectfully requested.

The Office Action rejects claims 1-9 under 35 U.S.C. §103(a) over U.S. Patent 6,202,212 to Sturgeon et al. (hereafter Sturgeon) in view of U.S. Patent Publication 2002/0059241 to Van Ryzin. The Office Action also rejects claims 10-18 under 35 U.S.C. §103(a) over Sturgeon in view of U.S. Patent 6,542,897 to Lee. The rejections are respectfully traversed.

Independent claim 1 recites a TV having a storing unit and a controlling unit. The controlling unit to access information from the Internet site using the stored proper information in response to an action of a user. The controlling unit further displaying function information and feature information of the product on a screen by using the stored contact information and the stored proper information.

The Office Action states that Sturgeon does not disclose PC functionality for retrieval of product related information from the Internet. The Office Action relies on Van Ryzin for the missing features of independent claim 1. However, Van Ryzin does not teach or suggest the missing features. More specifically, Van Ryzin utilizes a UPC symbol to obtain information such as user manuals from the Internet. However, this does not teach or suggest a controlling unit of a TV to access information from an Internet site using the stored proper information in response to an action of a user. That is, Van Ryzin does not utilize stored proper information of a product nor does Van Ryzin access information in response to an action of a user. Additionally, Van Ryzin does not display function information and feature information of the product on a screen by using the stored contact information and the stored proper information. Rather, Van Ryzin utilizes a UPC code in order to retrieve user manuals.

Additionally, Van Ryzin relates to a personal computer. There is no suggestion in Van Ryzin for combining its features with a TV system. Sturgeon on the other hand, discloses a display unit that is capable of acting either as a computer monitor in one mode or as a television unit in another mode. See Sturgeon's col. 4, lines 19-24. However, there is no suggestion for incorporating Van Ryzin's features within Sturgeon as alleged in the Office Action. Merely because Sturgeon references a computer does not provide motivation (or even the possibility) of combining the features as alleged. Rather, the only suggestion for the combination is provided within applicants' own specification. The Office Action has clearly used applicants' specification in order to combine Van Ryzin's features with Sturgeon. The Patent Office is reminded that the

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filing date of this U.S. application is April 2001 (and the priority date is April 2000), and that the consideration of motivation to combine features must be determined as of the date of invention. It is respectfully submitted that the Office Action relies on impermissible hindsight and the rejection should be withdrawn at least for this reason.

Independent claim 10 recites when a selection is made by a user transmitting stored proper information of a product from the TV to a product-related site by using stored contact information of the product-related site stored in advance, receiving menu information corresponding to the product, receiving information selected by the user in the menu information and displaying the selected information on a screen of the TV.

The Office Action states that Sturgeon does not disclose the particularly claimed usage scenario. The Office Action then relies on Lee for showing obtaining on-line manuals from the Internet. However, even if combined, the combination of Sturgeon and Lee still does not teach or suggest when a selection is made by a user transmitting stored proper information of a product from the TV to a product-related site by using stored contact information of the product-related site stored in advance in combination with the other claimed features. That is, Lee does not teach or suggest transmitting stored proper information of a product from a TV to a product-related site. At best, Lee merely discloses that a user may obtain manuals at a personal computer from a customer support server. This does not teach or suggest transmitting stored proper information of a product to a product related site by using stored contact information of the product-related site stored in advance. The Office Action also broadly attempts (on page 8)

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to state that Lee discloses the contact information is inherently stored in advance by a browser application prior to accessing the particular website. However, this alleged inherent stored information is not “stored proper information of a product” or “stored contact information” that are stored on a TV. Thus, applicants respectfully disagree with the alleged “inherent” features. Inherency may not be provided by mere possibilities. In Lee any alleged proper information and contact information are not stored on a TV. Accordingly, the applied references do not teach or suggest all the features of independent claim 10.

Additionally, Lee relates to a personal computer and does not relate to a TV system. Sturgeon, on the other hand, discloses a display unit that is capable of acting either as a computer monitor in one mode or as a television unit in another mode. See col. 4, lines 19-24. However, there is no suggestion for incorporating features within Sturgeon as alleged in the Office Action. Merely because Sturgeon references a computer does not provide motivation (or even the possibility) of combining the features as alleged. The Patent Office is reminded that the filing date of this U.S. application is April 2001 (and the priority date is April 2000), and that the consideration of motivation to combine features must be determined as of the date of invention. Rather, the only suggestion for the combination is provided within applicants’ own specification. The Office Action has clearly used applicants’ specification in order to combine Lee’s features within Sturgeon. It is respectfully submitted that the Office Action relies on impermissible hindsight and the rejection should be withdrawn at least for this reason.

Still further, independent claim 20 recites receiving a signal indicating a desire to obtain product-related information, transmitting previously-stored identifying information of a product to a server in direct response to the received signal, receiving information at a television system and from the server based on the transmitted previously-stored identifying information, and displaying the received information of a screen of the television system. For at least the reasons set forth above, the applied references including Sturgeon, Lee and Van Ryzin do not teach or suggest all the features of independent claim 20. Accordingly, independent claim 20 defines patentable subject matter.

Each of the dependent claims depends from one of the independent claims and therefore defines patentable subject matter at least for this reason. In addition, the dependent claims also recite features that further and independently distinguish over the applied references.

### **CONCLUSION**

In view of the foregoing, it is respectfully submitted that the application is in condition for allowance. Favorable consideration and prompt allowance of claims 1-13 and 15-26 are earnestly solicited. If the Examiner believes that any additional changes would place the application in better condition for allowance, the Examiner is invited to contact the undersigned attorney, **David C. Oren**, at the telephone number listed below.

To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this,

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concurrent and future replies, including extension of time fees, to Deposit Account 16-0607 and please credit any excess fees to such deposit account.

Respectfully submitted,  
FRESHNER & KIM, LLP



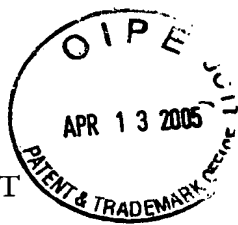
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Attachments: Replacement Sheet  
Annotated Sheet

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**Date: April 13, 2005**

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ANNOTATED SHEET

FIG. 6

